

CITY OF
HAYWARD
HEART OF THE BAY

Sign Ordinance Update
January 22, 2015
Planning Commission Work Session

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Planning Division

Development Services Department



Proposed changes identified to date are:

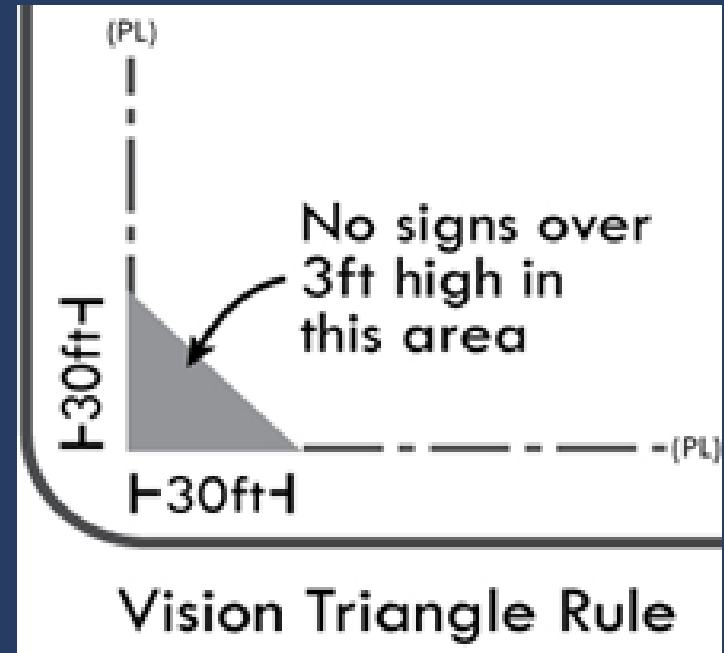
1. Easier-to-read format;
2. Sign corridor overlay district;
3. Expanded A-Frame sign area;
4. Temporary sign extensions; and
5. Amortization section.



Existing Code:

Corner lots – Freestanding or monument signs higher than three (3) feet shall be subject to the “Vision Triangle Rule,” Article 9, Hayward Traffic Code, for visibility requirements.

Clarification:



Existing Code:

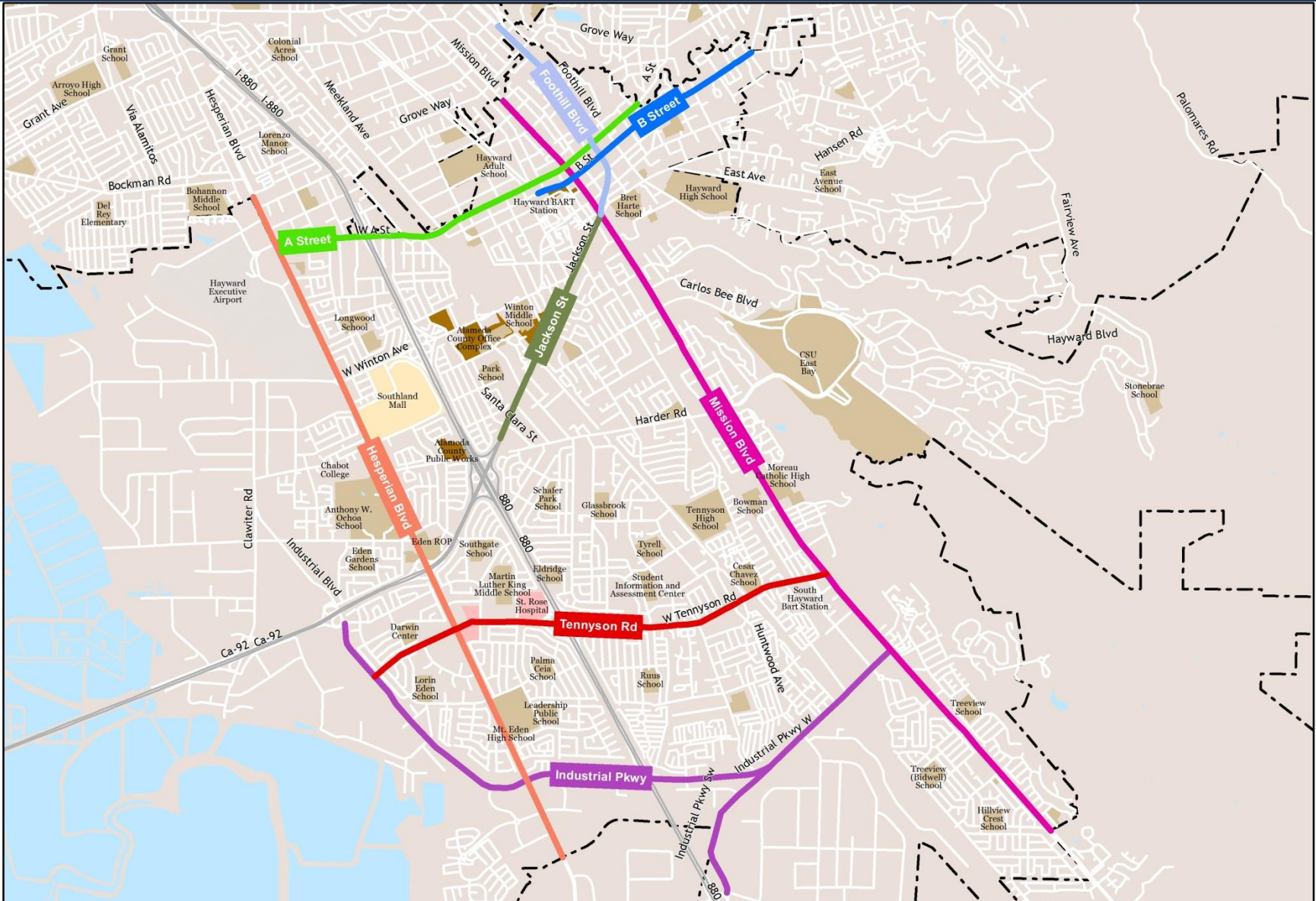
Blade Sign – a small sign which is suspended from an overhang, canopy, marquee or awning, or is suspended from a mounting attached directly to the building wall and hangs perpendicular to the building wall.

Clarification:



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Sign Corridor Overlay Districts

Attachme











- Max. 1 per establishment.
- 6 sq. ft. per side (requires a permit but its square footage is not included in the total permitted sign area).
- 4 ft. passageway around sign required.
- Must be located on private property or within the first 18" of public property and 24" from curb.



Existing:

Only permitted in the CC-P zone on B Street between Foothill Boulevard and Watkins Street and on Main Street between A and C Streets.

Proposed:

Expansion into the Downtown Entertainment Area (between A and D Streets and between Second and Grand Streets).





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(1 at 50 sq. ft. max.)



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Allowed Temporary Signs





Existing:

- Promotional signs allowed with a permit at business events, carnivals, festivals, special exhibits and/or parades two 14-day periods/calendar year.
- Additional four weekends or federally recognized 3-day holiday weekends (limited to one every 3 months).
- Grand Opening signs allowed with a permit, may be displayed one time for a maximum 30 days, must be removed within 5 days at end of opening.



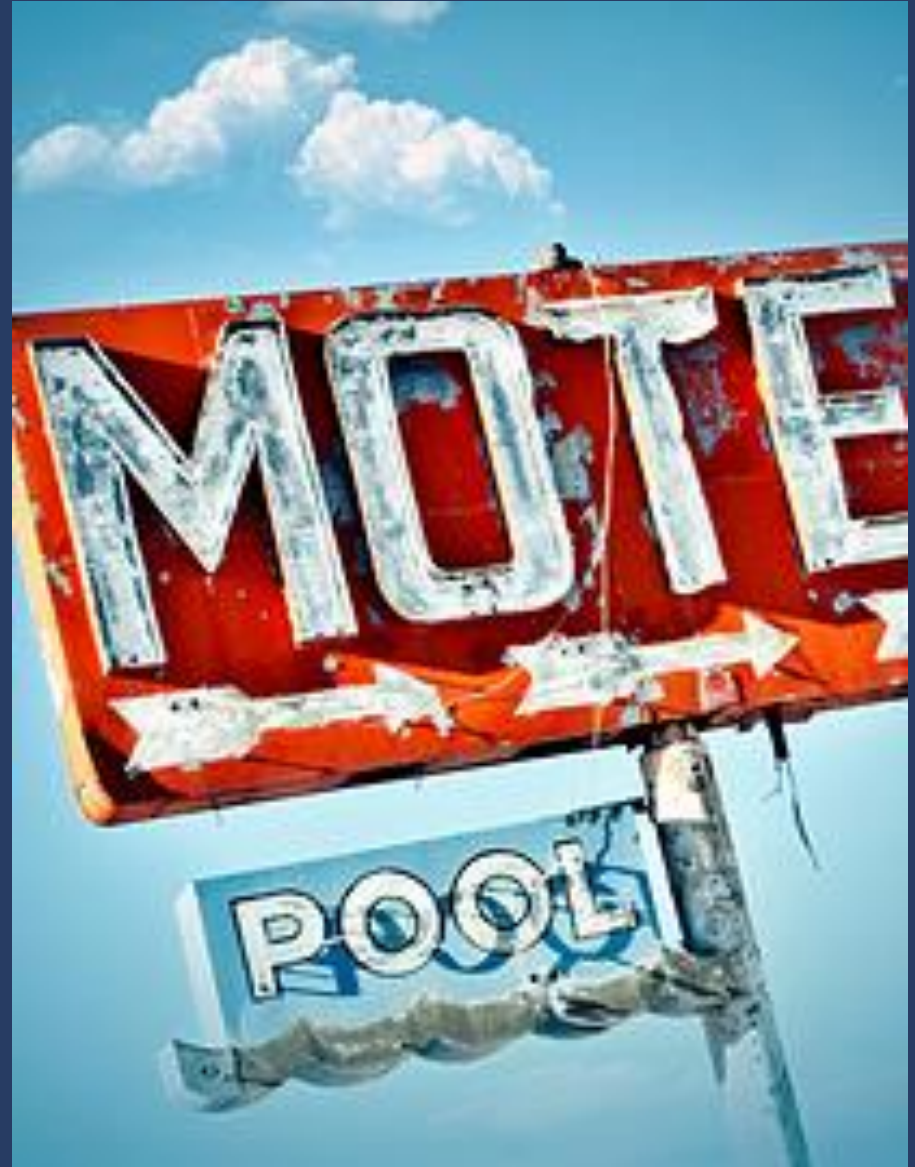
- Proposed change: Promotional signs allowed with a permit at business events, carnivals, festivals, special exhibits and/or parades two 30-day periods/calendar year.
- Proposed Fee/Deposit:
Temporary Sign Permit \$100 fee / \$200 deposit***

***Deposit will be refunded when the temporary signage is removed and proof (a photo) is submitted to Planning. Deposit is forfeited if the signage is not removed and goes into Code Enforcement. All Code Enforcement charges will apply.



Amortization:

- Abandoned signs shall be removed within six (6) months and painted wall signs within one (1) month of business closure.
- Nonconforming signs shall be made to conform within five (5) years of adoption of this update.



Next Steps:

1. City Council Work Session February 24, 2015
(Tentative)
2. Planning Commission Public Hearing March 2015
(Tentative)
3. City Council Public Hearing April 2015 (Tentative)



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